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ABSTRACT

A method, system, and apparatus for configuring an electronic program guide controller is disclosed. The electronic program guide controller is capable of generating a grid pattern for display on a display device. The grid pattern contains program cells having associated lengths and includes one or more rows and a plurality of columns. Each row corresponds to a program channel and each column represents a predefined period of time. Program cells with lengths exceeding the predefined period of time span multiple columns. The electronic program guide controller is configured in one of at least two time shift modes responsive to instructions received from a user and shifts the grid pattern time focus in accordance with the configured time shift mode responsive to shift instructions received from the user. The modes include a column time shift mode, a program time shift mode, and a user defined time period shift mode.